

**SOUTHERN BUSINESS ADMINISTRATION ASSOCIATION**

**Summer Workshop: July 14-16, 2024**

The Westin Poinsett  
Greenville, South Carolina

SUNDAY, JULY 14		
Time	Location	Event
3:00 – 5:00 pm	Gold Ballroom Pre-function Area	<b>Registration</b> Brooke Goolsby, James Madison University Jay Claybrook, The University of Alabama  Welcome Gift Sponsored by James Madison University
3:00 – 5:00 pm	Card Room	<b>SBAA Board Meeting</b>
5:45 – 6:00 pm	Mezzanine	<b>Newcomer Meet and Greet</b> – For all first-time attendees.  Sponsored by Mississippi State University
6:00 – 6:45 pm	Mezzanine	<b>Reception</b> – All SBAA Members  Sponsored by The University of Southern Mississippi
6:45 – 8:15 pm	Poinsett Ballroom	<b>Dinner</b> for all attendees  Sponsored by University of North Carolina - Greensboro

MONDAY, JULY 15		
Time	Location	Event
7:30 – 11:00 am	Gold Ballroom Pre-function Area	<b>Registration</b>
7:15 – 8:30 am	Poinsett Ballroom	<b>Breakfast</b> - Sponsored by University of West Florida
8:15 – 8:45 am	Gold Ballroom	<b>Welcome, Introduction and Overview</b> Jacob Chacko, SBAA President, Clayton State University Michael Weeks, SBAA VP Programs, The Citadel
8:45-10:00 am	Gold Ballroom	<b>Keynote: Marine Maxims for Leadership</b> <i>Presenter: Colonel Tom Gordon, USMC (ret), Commandant, The Citadel</i>  <i>Introduction: Michael Weeks, The Citadel</i>  Sponsored by Trinity University
10:00-10:15 am	Gold Ballroom Pre-function Area	<b>Morning Break</b> - Sponsored by Mercer University

MONDAY, JULY 15 (cont'd)		
10:15-11:15 am	Gold Ballroom	<p><i>Concurrent Session 1</i></p> <p><b>Based on a true story: The Transformational Power of Integrating Storytelling -Lenses in the Business Curriculum</b>  <b>Presenter: Mario Gonzalez, Associate Professor of Marketing (Trinity University)</b></p> <p><i>Summary: The 30-minute session will first discuss the design and implementation of the Brand Storytelling and Identity course and the features that make it forward-looking and novel. Examples of students how students have operationalized storytelling through video narrative stories such as, Heading Out, The Sign, and It Just Takes One, will be screened and discussed. During the session teaching strategies tailored to foster a storytelling mindset and hands-on exercises that can be used to spark the creative process of transforming content into narrative in many business disciplines will be shared. The session will also highlight undergraduate research opportunities which resulted in the creation of a research lab focused on the exploration of storytelling related to business strategies. Lessons learned over the past four years since implementation as well as opportunities and challenges ahead will be addressed.</i></p> <p><b>Moderator: Greg Carnes, University of North Alabama</b></p>
10:15-11:15 am	Card Room	<p><i>Concurrent Session 2</i></p> <p><b>Hard Work + Integrative Experiential Learning + SHRM Certification = A Breakthrough Student and Community Experience</b>  <b>Presenters: Robert Scherer, Dean, (Trinity University); Donald Van Eynde, Professor of Management -Emeritus, (Trinity University)</b></p> <p><i>Summary: This session consists of the story about how we designed and conducted a capstone course that has resulted in 100% employment or graduate school admissions, 100% SHRM-CP certification for all of the students who have participated in the course since it was launched five years, and discussion of the social impact on and engagement with the local non-profit community.</i></p> <p><b>Moderator: Mary Gowan, University of North Georgia</b></p>
11:20 – Noon	Card Room	<p><i>Concurrent Session 1</i></p> <p><b>Upstate Talent Forum: Fostering Economic Development through k-12, higher education, industry and community collaboration</b>  <b>Presenters: Jeffrey Stinson, Dean (USC Upstate); Sam Cooper, Director, Center for Business Analytics &amp; Community Research (USC Upstate); Chris Taylor, Chief of Staff (USC Upstate)</b></p> <p><i>Summary: The University of South Carolina developed and hosted the first Upstate Talent Forum in October 2023. Serving the Upstate (South Carolina) as the area's only regional comprehensive university, the institution plays an integral role in the continued development of workforce/talent to meet the demands of the thriving regional economy (new jobs, new investment). The Upstate Talent Forum brings together k-12 educators, higher education faculty &amp; staff, industry leaders, and government/community representatives aligned to address the current and future talent needs of the Upstate.</i></p> <p><b>Moderator: Hari Rajagopalan, Francis Marion University</b></p>

MONDAY, JULY 15 (cont'd)		
11:20 – Noon	Gold Ballroom	<p><i>Concurrent Session 2</i></p> <p><b>Empowering College Finances: Entrepreneurship Through Acquisition Program</b></p> <p><i>Presenters: Hassan HassabElnaby, Dean (Northern Kentucky University); David Schneider, Entrepreneur In Residence (Northern Kentucky University)</i></p> <p><i>Summary: The financial landscape of higher education is increasingly challenging, prompting colleges to seek innovative solutions beyond traditional revenue streams. The Entrepreneurship Through Acquisition Program (E-TAP) emerges as a pioneering initiative designed to bolster college finances significantly without necessitating initial seed funding. This session will comprehensively explore E-TAP, demonstrating its dual role in fostering student entrepreneurship and stimulating business and economic growth within regional contexts.</i></p> <p>Moderator: Anthony Nelson, North Carolina Central University</p>
Noon-1:00 pm	Poinsett Ballroom	<b>Lunch</b> - Sponsored by Northern Kentucky University
1:05-2:05 pm	Gold Ballroom	<p><i>Concurrent Session 1</i></p> <p><b>Planning Your Career vs. Waking Up in Retirement and Wondering How You Got There</b></p> <p><i>Presenters: Joyce Heames, Dean (Middle Tennessee State University); Lynne Richardson, Interim Dean (University of Montevallo)</i></p> <p><i>Summary: As academics, few of us entered academia to become administrators, yet here we are! But what is our ultimate role? Do we consciously plan our path or just react to opportunities? Anecdotally, it's the latter, but we can change this narrative.</i></p> <p><i>In this interactive session, participants will be challenged to think about the role they would like to retire from and be provided strategies to get there. What can we be doing in the next months and years to plot our desired path? What are the barriers, real and/or perceived, that will impact our journey? How can we anticipate and address opportunities? And how long do we plan to work anyway?</i></p> <p>Moderator: Christopher Shook, University of Alabama - Birmingham</p>
1:05-2:05 pm	Card Room	<p><i>Concurrent Session 2</i></p> <p><b>Deans Panel Discussion: Working with Development Officers to Maximize Fundraising Success</b></p> <p><i>Panelists: Kay Palan, Dean (The University of Alabama) Nick Foster, Executive Director of Development (The University of Alabama), Michael Weeks, Dean (The Citadel), Lauren Duffy, Assistant Dean for Development (The Citadel)</i></p> <p>Moderator: Tom Payne, Tennessee Tech</p>

MONDAY, JULY 15 (cont'd)		
2:10-2:50 pm	Card Room	<p><i>Concurrent Session 1</i></p> <p><b>Building Burnout Resistance</b>  <i>Presenter: Aneika Simmons, Professor of Management (Sam Houston State University)</i></p> <p><i>Summary: Burnout is a pervasive issue affecting students, staff, and faculty in business schools, which can lead to diminished academic performance, reduced well-being, and decreased effectiveness. This session will address these critical challenges by providing business school deans and administrators with practical strategies to create a more resilient and supportive academic environment.</i></p> <p>Moderator: Richard Fountain, University of West Florida</p>
2:10-2:50 pm	Gold Ballroom	<p><i>Concurrent Session 2</i></p> <p><b>Operationalizing SMART Goals, Unlocking the Action: 3 Business School Examples</b>  <i>Presenters: Joyce Heames, Dean (Middle Tennessee State University); Nita Brooks, Associate Dean (Middle Tennessee State University)</i></p> <p><i>Summary: Setting SMART goals is the first step; taking action is the real challenge. The RAP method is designed to implement goals efficiently and effectively, unlocking the action necessary for success. Through three business school examples, you will see how the RAP method can drive more productive outcomes.</i></p> <p>Moderator: Kay Palan, The University of Alabama</p>
2:50-3:20 pm	Gold Ballroom Pre-function Area	<b>Afternoon Break - Sponsored by Austin Peay State University</b>
3:30-6:00 pm	Hotel Lobby	<p><b>Fieldtrip:  BMW Plant Tour and Zentrum Museum AND  The Ultimate Driving Museum</b></p> <p><i>Meet in Westin Poinsett lobby, near front doors.  Bus will leave promptly at 3:30.</i></p> <p>Sponsored by The Citadel</p>
MONDAY IS AN OPEN EVENING		

TUESDAY, JULY 16

Time	Location	Event
7:30-8:30 am	Poinsett Ballroom	<b>Breakfast</b> - Sponsored by The University of Alabama
8:30-9:15 am	Gold Ballroom	<b>Town Hall Meeting</b> Jacob Chacko, SBAA President Michael Weeks, VP SBAA Programs Thomas Payne, VP SBAA Member Services Kay Palan, SBAA Secretary/Treasurer
9:15-9:45 am	Gold Ballroom Pre-function Area	<b>Morning Break</b> - Sponsored by East Tennessee State University
9:45-10:45 am	Gold Ballroom	<b>AACSB 2024 Update</b> <i>Presenter: Stephanie Bryant, AACSB - Executive Vice President, Chief Accreditation Officer, and Managing Director, Americas</i>
10:45 am	Gold Ballroom Pre-function Area	<b>Grab &amp; Go Break</b> - Sponsored by Sam Houston State University

**SBAA SUMMER WORKSHOP CONCLUDES**

Printed program sponsored by The University of North Alabama

Meeting Room Technology sponsored by The University of Texas at Arlington

Meeting Room Refreshments sponsored by The University of North Carolina - Wilmington

Hope to see you all at the SBAA Annual Meeting

New Orleans, Louisiana

November 10-12, 2024